REMARKS

Status of the Claims

The Office Action mailed April 14, 2009 noted that claims 1-31 were pending, claims 1-12 and 19-31 were withdrawn from consideration, and rejected claims 13-18. Claims 13-18 are amended. No claims are cancelled. New claim 32 is added. No new matter is believed to be presented.

Claims 1-32 are pending and under consideration. Reconsideration of claims 13-18 and 32 is respectfully requested. The rejections are traversed below.

Rejection under 35 U.S.C. § 101

The Office Action, on page 2, in item 1, rejected claims 13-18 under 35 U.S.C. § 101 as being directed to non-statutory subject matter. Claim 13 is amended to recite "a computer having a processor" and withdrawal of the rejection is respectfully requested. If any issues remain, the Examiner is requested to telephone the undersigned to expedite prosecution.

Rejection under 35 U.S.C. § 112, second paragraph

The Office Action, on page 3, in item 2, rejected claims 13-18 under 35 U.S.C. § 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Claim 13 is amended to clarify the claim language and issues raised in the Office Action are discussed below.

The Office Action, on pages 3-4 asserts that "a display displaying, on user terminals, an advertisement requesting domain for accepting an advertisement distribution reservation" is "generally narrative and indefinite." The Office Action then asserts that "[i]t is unclear as to what the 'domain' is meant to entail." However, this feature is explicitly discussed in the specification on page 9 in paragraph [0057] and depicted in Figure 6 as 200:

> The display image is roughly classified for display into virtual social space 100 and **advertisement requesting domain 200**. In this embodiment, the scenery 101, shops 102 and leisure facility 103 or the like in the city of the virtual social space 100 are selected and allocated depending on the user's favorite. Each shop 102 and leisure facility 103 are represented by icons.

Additionally, the Office Action asserts that "reservation" and "symbolic image" are unclear. Paragraphs [0066]-[0072] related to Figures 3A-3C discuss in detail "advertisement distribution reservation," including paragraph [0072] which notes "the user is capable of reserving the advertisement distribution to the advertisement distributor corresponding to relevant icon by

moving the icon displayed on the display image to the predetermined domain." Additionally, paragraph [0057] further discusses "symbolic image":

> **The icons of these shops 102 and leisure facilities 103 correspond to the symbolic images representing the service provider,** information provider and advertisement distributor in the present specification. Moreover, the advertisement requesting domain 200 corresponds to the predetermined domain of the present specification.

Thus, it is respectfully submitted that the rejection be withdrawn and that the Office Action's interpretation of the claim language of claim 13 used in the rejections discussed below is not proper in view of the specification and the above remarks.

The dependent claims have also been amended.

Reconsideration of the claims is respectfully requested.

Rejection under 35 U.S.C. § 102

The Office Action, on page 6, in item 3, rejected claims 13 and 17-18 under 35 U.S.C. § 102(b) as being anticipated by Goldhaber et al. (U.S. Patent Number 5,794,210). This rejection is respectfully traversed below.

Goldhaber discusses a system for compensating users by displaying an ad on a computer screen and allowing users to choose to view an advertisement and receive compensation in the form of a coupon. The advertisements are chosen based on a user's preset profile and can be clicked and viewed. Goldhaber notes that this is "negative pricing of information" by paying a user for his or her attention. (See Goldhaber, Abstract, Figure 11, column 18, lines 34-55, and column 16, lines 5-17, column 6, lines 3-8). The Office Action on page 6 incorrectly asserts that "an advertisement distribution reservation [is] referred to as an icon for requesting an advertisement." However, an advertisement distribution reservation is not simply an icon, but the actual step of moving the symbolic image to the advertisement requesting domain, which is not discussed by Goldhaber.

In light of the above discussion, it is respectfully submitted that nothing cited of found in Goldhaber discusses "a detector executed by the processor and for detecting that **a user has selected at least one symbolic image corresponding to an information provider and has moved the symbolic image to the advertisement requesting domain**." Goldhaber merely notes that advertisements are selected by the system itself and clicked by the user, and displayed. Column 9, lines 53-67 and column 10, lines 38-59 of Goldhaber do not discuss the

above feature because manipulating an icon or selecting an icon is not what is recited in claim 13. Goldhaber does not discuss allowing a user to "move[d] the symbolic image to the advertisement requesting domain" because a user merely clicks on a preselected advertisement and Goldhaber does not discuss "the advertisement requesting domain."

Dependent claims 17 and 18 depend upon claim 13 and patentably distinguish over Goldhaber for at least the reasons above.

Withdrawal of the rejection is requested.

Rejection under 35 U.S.C. § 103

The Office Action, on pages 6-7, in item 4, rejected claims 14-16 and 18 under 35 U.S.C. § 103(a) as being unpatentable over Goldhaber in view of Ludolph et al. (U.S. Patent Number 5,657,049). This rejection is respectfully traversed below.

Ludolph discusses a desk drawer user interface allowing a user to move an icon between different display regions and open and close user interfaces in the form of drawer space partitions 92, 94, 96 and 98. Moving the cursor from space 92 to space 98 causes space 92 to close and 98 to open. (See Ludolph, Abstract and column 22, lines 50-67).

The dependent claims depend from the above-discussed independent claims and are patentable over the cited references for the reasons discussed above. The dependent claims also recite additional features not taught or suggested by the cited references. For example, claim 15 recites "the advertisement distribution reservation requesting unit transmits the distribution reservation requesting data to the advertisement distributor including the position of the symbolic image on the advertisement requesting domain and said information display displays the advertisement information adjusted depending on the position of symbolic image in the advertisement requesting domain from the information distributor." In other words, Ludolph and Goldhaber do not teach this feature which is related to transmitting advertisement reservation requesting data and the position of the symbolic image and displaying advertisement information from the information distributor which is **dependent upon the position of the symbolic image on the relevant advertisement requesting domain**. (See Specification, paragraph [0015]).

Claim 16 recites "detects whether other symbolic images already exist in the advertisement requesting domain and also transmits, when the other symbolic images are detected, information relating to the other symbolic images to the advertisement distributor" which is not taught by Goldhaber and Ludolph, taken alone or in combination. Goldhaber and

Ludolph do not teach detecting whether other symbolic images are in the advertisement requesting domain and sending the information related to the other symbolic images to the advertisement distributor. In other words, as a non-limiting example, an advertisement distributor can receive information about whether users have competing symbolic images in the advertisement requesting domain of a user. Page 6 notes that Ludolph, in column 18, lines 25-65 discusses detecting and changing display size of images in a common area based on action to the window as a whole, which is entirely unrelated to sending the information related to the other symbolic images to the advertisement distributor.

It is submitted that the dependent claims are independently patentable over the cited references.

Additionally, the reference to MPEP 2106.II C, as best understood, is misplaced. The Applicant believes that the Examiner is referring to paragraph four of MPEP 2106.II, section C referring to optional claim language. However, the claimed features noted by the Office Action are not optional, but rather related to detecting positional information of a symbolic image that has been moved and detecting the presence of other symbolic images.

Withdrawal of the rejection is requested.

New Claim 32

New claim 32 patentably distinguishes over the cited references because nothing cited or found in Goldhaber and Ludolph, taken together or in combination, teaches "relocating the symbolic image from a virtual social space of an interface to an advertisement space of the interface on a display" and "sending, by the computer, contact information to advertisement distributors and displaying advertisement information in the virtual social space of the interface corresponding to the symbolic image if the symbolic image is located in the advertisement space of the interface, the advertisement information tailored based on user interest dependent upon a position of the symbolic image in the advertisement space and other symbolic images and their corresponding positions in the advertisement space."

Summary

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.
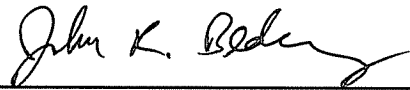
If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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